

The Claims defining the invention are as follows:

- 1 A rooftop mounted advertising device for a motor vehicle comprising a luggage compartment having the capacity to contain at least a baby seat measuring in excess of 500 mm by 250 mm by 300 mm; advertising display panels incorporated in the advertising device having a substantial vertical profile when viewed from either side or the rear of the device; illumination means for the advertising display panels being protected from impact with articles in the luggage compartment; an access door to the luggage compartment adapted to provide ready access to the luggage compartment without removal of the compartment from its rooftop position.
- 2 A rooftop mounted advertising device for a motor vehicle in accordance with Claim 1 wherein the luggage compartment has the capacity to contain a baby seat having dimensions in excess of 600 mm by 350 mm by 400 mm.
- 3 A rooftop mounted advertising device for a motor vehicle in accordance with Claim 1 wherein the advertising display panels are translucent.
- 4 A rooftop mounted advertising device for a motor vehicle in accordance with Claim 1 wherein the advertising display panels are fabricated from thermoplastic material.

- 5      A rooftop mounted advertising device for a motor vehicle in accordance with Claim 1 adapted to have an advertising panel with significant form stability inserted into an aperture in the side thereof such aperture having a shape substantially conforming to that of the panel but being marginally shorter in height at each corresponding position along its length than the height of the corresponding position along the length of the panel; the aperture in the advertising device being provided on its internal surface with a downwardly facing clip or channel adjacent its upper edge and an upwardly facing clip or channel on its internal lower face; the clips or channels being dimensioned so as to snugly receive the upper and lower edges respectively of the advertising panel with the depth of the upper clip or channel exceeding that of the lower clip or channel such that when the upper edge of the advertising panel is introduced from the outside of the advertising device substantially fully into the upper clip or channel the lower edge of the panel clears the outside lower edge of the aperture in the advertising device thereby permitting the lower edge of the advertising panel to be introduced into the lower clip or channel; the depth of the lower clip or channel being less than that of the upper clip or channel so that when the advertising panel rests in the bottom of the lower clip or channel the upper edge of the advertising panel still lies captivated within the upper clip or channel and within the upper edge of the aperture in the advertising device.

- 6 A rooftop mounted advertising device for a motor vehicle in accordance with Claim 1 adapted to have an advertising panel with significant form stability inserted into an aperture in the side thereof such aperture having a shape substantially conforming to that of the panel but being marginally shorter in height at each corresponding position along its length than the height of the corresponding position along the length of the panel; the shape of the advertising panel and correspondingly shaped aperture in the side of the advertising device being such that the length decreases from the bottom to top; the aperture in the advertising device being provided on its internal surface with a downwardly facing clip or channel adjacent its upper edge and an upwardly facing clip or channel on its internal lower face; the clips or channels being dimensioned so as to snugly receive the upper and lower edges respectively of the advertising panel with the depth of the upper clip or channel exceeding that of the lower clip or channel such that when the upper edge of the advertising panel is introduced from the outside of the advertising device substantially fully into the upper clip or channel the lower edge of the panel clears the outside lower edge of the aperture in the advertising device thereby permitting the lower edge of the advertising panel to be introduced into the lower clip or channel; the depth of the lower clip or channel being less than that of the upper clip or channel so that when the advertising panel rests in the bottom of the lower clip or channel the upper edge of the advertising panel still lies captivated within the upper clip or channel and within the upper edge of the aperture in the advertising device.

- 7 A rooftop mounted advertising device for a motor vehicle in accordance with Claim 1 adapted to have an advertising panel with significant form stability inserted into an aperture in the side thereof such aperture having a shape substantially conforming to that of the panel but being marginally shorter in height at each corresponding position along its length than the height of the corresponding position along the length of the panel; the aperture in the advertising device being provided on its internal surface with a downwardly facing clip or channel adjacent its upper edge and an upwardly facing clip or channel on its internal lower face; the clips or channels being dimensioned so as to snugly receive the upper and lower edges respectively of the advertising panel with the depth of the upper clip or channel exceeding that of the lower clip or channel such that when the upper edge of the advertising panel is introduced from the outside of the advertising device substantially fully into the upper clip or channel the lower edge of the panel clears the outside lower edge of the aperture in the advertising device thereby permitting the lower edge of the advertising panel to be introduced into the lower clip or channel; the depth of the lower clip or channel being less than that of the upper clip or channel so that when the advertising panel rests in the bottom of the lower clip or channel the upper edge of the advertising panel still lies captivated within the upper clip or channel and within the upper edge of the aperture in the advertising device; the access door of the advertising device comprising a lid hingedly attached to a base in order that ready

access be provided to the luggage compartment therebetween; the advertising display panels being attached to the lid.

- 8 A rooftop mounted advertising device for a motor vehicle in accordance with Claim 1 adapted to have an advertising panel with significant form stability inserted into an aperture in the side thereof such aperture having a shape substantially conforming to that of the panel but being marginally shorter in height at each corresponding position along its length than the height of the corresponding position along the length of the panel; the aperture in the advertising device being provided on its internal surface with a downwardly facing clip or channel adjacent its upper edge and an upwardly facing clip or channel on its internal lower face; the clips or channels being dimensioned so as to snugly receive the upper and lower edges respectively of the advertising panel with the depth of the upper clip or channel exceeding that of the lower clip or channel such that when the upper edge of the advertising panel is introduced from the outside of the advertising device substantially fully into the upper clip or channel the lower edge of the panel clears the outside lower edge of the aperture in the advertising device thereby permitting the lower edge of the advertising panel to be introduced into the lower clip or channel; the depth of the lower clip or channel being less than that of the upper clip or channel so that when the advertising panel rests in the bottom of the lower clip or channel the upper edge of the advertising panel still lies captivated within the upper clip or channel and within the upper edge of

the aperture in the advertising device; the access door of the advertising device comprising a lid hingedly attached to a base in order that ready access be provided to the luggage compartment therebetween; a strut adapted to bias the base and lid to an open position when the two components are not latched together; the advertising display panels being attached to the lid.

- 9 A rooftop mounted advertising device for a motor vehicle in accordance with Claim 1 adapted to have an advertising panel with significant form stability inserted into an aperture in the side thereof such aperture having a shape substantially conforming to that of the panel but being marginally shorter in height at each corresponding position along its length than the height of the corresponding position along the length of the panel; the aperture in the advertising device being provided on its internal surface with a downwardly facing clip or channel adjacent its upper edge and an upwardly facing clip or channel on its internal lower face; the clips or channels being dimensioned so as to snugly receive the upper and lower edges respectively of the advertising panel with the depth of the upper clip or channel exceeding that of the lower clip or channel such that when the upper edge of the advertising panel is introduced from the outside of the advertising device substantially fully into the upper clip or channel the lower edge of the panel clears the outside lower edge of the aperture in the advertising device thereby permitting the lower edge of the advertising panel to be introduced into the lower clip or channel; the depth of the lower clip or channel being less than that of the upper clip or

channel so that when the advertising panel rests in the bottom of the lower clip or channel the upper edge of the advertising panel still lies captivated within the upper clip or channel and within the upper edge of the aperture in the advertising device; the access door of the advertising device comprising a lid hingedly attached to a base in order that ready access be provided to the luggage compartment therebetween; a gas strut adapted to bias the base and lid to an open position when the two components are not latched together; the advertising display panels being attached to the lid.

- 10 A rooftop mounted advertising device for a motor vehicle in accordance with Claim 1 wherein the access door of the advertising device comprises a lid hingedly attached to a base in order that ready access be provided to the luggage compartment therebetween; all attachment means necessary to facilitate attachment of the advertising device to a vehicle being directly or indirectly affixed to the base rather than the lid and all illumination, electrical and electronic parts being directly or indirectly affixed to the lid rather than the base; the hinges and any other connections between lid and base being of a quick release variety such that the lid may be readily removed for servicing.
- 11 A rooftop mounted advertising device for a motor vehicle in accordance with Claim 1 wherein the access door of the advertising device comprises a lid hingedly attached to a base in order that ready access be provided to the luggage compartment therebetween; all attachment means necessary to facilitate attachment of the advertising device to a vehicle being

directly or indirectly affixed to the base rather than the lid and all illumination, electrical and electronic parts as well as advertising panels being directly or indirectly affixed to the lid rather than the base; the hinges and any other connections between lid and base being of a quick release of a variety such that the lid may be readily removed for servicing.